



**Summarized Minutes
WestWorld Subcommittee
Public Meeting**

10:00 a.m., Thursday, October 23, 2008

Monterra at WestWorld
16601 N. Pima Rd.
Scottsdale, AZ 85260

CALL TO ORDER

Councilmember Drake called to order a regular meeting of the WestWorld Subcommittee on Thursday, October 23, 2008 at Monterra at 10:06 a.m.

ROLL CALL

Present: Councilmember Drake
Councilmember Littlefield
Councilmember Nelssen

APPROVAL OF MINUTES

COUNCILMEMBER LITTLEFIELD MOVED TO APPROVE THE APRIL 18, 2008 SUBCOMMITTEE MINUTES. COUNCILMEMBER NELSEN SECONDED THE MOTION, WHICH CARRIED 3/0.

1. 07/08 YEAR IN REVIEW – BRIAN DYGERT

Mr. Dygert stated that for the 07/08 year, WestWorld had 98 contract holders. There were 54 equestrian events and 44 non-equestrian events. The total number of use days was 495 (279 equestrian days, 116 special event days, and 130 days of 2 contract holders or more). There were 171 events at Monterra. Total WestWorld attendance was over 726,000. Fiscally, WestWorld saw a 5% savings for expenses and an increase of 10% in revenue.

2. WESTWORLD ACTIVITY UPDATE – BRIAN DYGERT

Activities for September 08, we have had 10 equine events and 2 non-equine events, compared to September 07 we had 7 equine and 2 non-equine events. In October 08, we have 6 equine and 2 non-equine events, compared to October 07 we had 6 equine and 5 non-equine events (the difference was due to Monterra's bookings). The seasonal year is looking very good, but still early to feel attendance outcome. Mr. Dygert mentioned three new events that are coming in. Councilmember Nelssen asked what type of event is the Festival of Horses and expected attendance. Mr. Dygert explained that it is an equine exhibition type of event,

more of an expo, instead of competition. We don't know what public attendance will be yet, but production indications seem positive.

Councilmember Drake asked about the Festival of the West. Mr. Dygert said that the contract is in the Attorney's office. It is in the works, and it will be a 3 year contract.

3. CURRENT CIP UPDATE – COREY LEW

Mr. Lew provided an overview of the progress that has been made to date. We are reviewing RV Pedestal replacements and additions. This includes RV Pedestal replacements for Lots L and O. At T Lot we are looking at expanding the RV Pedestals to the West. At F Lot we have a design for removable pedestals. Construction will begin after the event season. Other CIP projects in the works that he mentioned were the ADA ramp at the Equidome. We have a design that spans the entire west side of the Equidome that provides shading and screening. We are currently reviewing the pricing and value engineering the project. At the multiuse tent we have completed reworking the storefront door system on the south side of the tent. We will begin replacing the storefront door system on the north side. The doors are in poor condition and need replacement. A new concrete footer, structural framing and reattachment of the fabric will be part of the storefront door system replacement project. The Equidome lighting project is complete. This includes new interior and exterior lighting and switching improvements. WestWorld Fencing - We are looking at adding additional fencing at the north side of the Multiuse Tent to the east and west and installing additional gates. With regard to the Horse barn projects, he expressed his thanks to everyone for putting up with this construction. Four horse barns are in use, the restrooms are up, and the show offices are almost ready.

Councilmember Nelssen asked when the last two horse barns when will be complete. Mr. Alm, Johnson Carlier, responded that they will be complete by the end of the year.

Councilmember Drake asked about the improvements to the arenas. Mr. Dygert shared what improvements had been made and he complimented Brent Bailey and the Operations staff for all of their work.

4. FY08/09 CIP LIST – BRIAN DYGERT

Mr. Dygert stated that WestWorld has plans to carry out the current CIP list. Our game plan is to get these items complete with what we have. Key items he mentioned for completion were fencing, paving, and stall fronts.

Councilmember Nelssen asked about the Barrett Jackson event and if there would be any drainage issues. Mr. Dygert said that we have taken some progressive steps, but we don't know what the weather will do. The curbing at the tent has been fixed to allow for better drainage. He mentioned some other improvements i.e., planned electrical work and RV pedestals.

5. FY08/09 OPERATIONAL BUDGET UPDATE – BRIAN DYGERT

Mr. Dygert stated that as the city is working on budget challenges and each department to complete a 10% reduction, it has been a challenge due to the fact that WestWorld is already a lean operation. For the last 2 ½ weeks, he has worked through the operations budget and was able to find an 8-9% budget reduction. Any more than that will be directly felt. The Polo field will have a net effect. That's as far as I can trim it without

having more of an effect. This is a sustainable plan. The current year it will have minimal effect because we have already spent most of our budget money in July and August when we had time to accomplish the work. Councilmember Nelssen asked what the 10% dollar amount is. Mr. Dygert said that it amounts to 250K - money we will do without. Currently, we have made marginal cutbacks. We will see this effect in 09 -10 FY and beyond. Councilmember Nelssen said that he was concerned with other costs or customers being dissatisfied and then not wanting to come back. Councilmember Drake said that it would affect our revenue stream. She suggested finding ways to protect from this situation.

Councilmember Littlefield said that we can't ask other city departments to reduce by 10% then allow WestWorld to only reduce by 8-9%. WestWorld will need to increase fees or cutback on services.

Councilmember Drake mentioned the concerns of cutting back the quality of service; she specifically mentioned the importance of arena footing. If we cutback and then don't produce a good footing, users will not come back. There may be things we can change without effecting quality.

6. NEW ACTIVITY OPPORTUNITIES (ASU AND AZ RIDING CLUB) – BRIAN DYGERT

Mr. Dygert stated that there are groups around the area that have compatible relationships with WestWorld. Two he wanted to introduce are the ASU Equestrian team, looking for a long term home or base operations, and the Arizona Riding Club. Both are unique to themselves and both want to explore the details to house them at WestWorld. He has talked to the BOR and both groups fit the land use agreements. It sounds like these two could be viable. I wanted to expose the idea and seek direction how to proceed. Do we look at the details - do we choose one or both? They would be utilizing the Mare Motel, on more of a year round basis. I am looking for more direction from the Subcommittee to proceed or not explore the possibility.

Councilmember Nelssen asked which facilities they would need to use. Mr. Dygert said that they will be using the Mare Motel as a barn and various arenas, along with the eastern end of the facility.

Councilmember Nelssen asked if there has been future discussion with High Noon folks. Mr. Dygert responded that he has not spoken to them, nor have they called him.

Councilmember Littlefield asked about the financial implications. Mr. Dygert said they would be paying their way as they go. It would create new revenue streams for WestWorld and that they are compatible with what we are doing at WestWorld. Councilmember Drake encouraged Mr. Dygert to continue discussion and suggested creating a proposal. She thought it would be bring a fresh bunch of people and activity to WestWorld.

7. DISCUSSION AND POSSIBLE DIRECTION TO STAFF REGARDING THE TERMS OF THE PARADA DEL SOL CONTRACT – BRIAN DYGERT

Mr. Dygert stated that Parada del Sol splitting from the Jaycees has created a challenge in preparing a new contract. WestWorld has been a support to the event. They are seeking a 3 year contract. Councilmember Littlefield explained that until they get reincorporated, they need to move forward as a Jaycees unit. It has been an annual contract and this should be drawn up as an annual contract. Parada, at this time, is still part of the Jaycees.

From the audience, Tom Hill said that he has meet with Brian Dygert regarding the new contract. He spoke about the importance of Scottsdale's western heritage and the need to keep the parade and rodeo in Scottsdale where it belongs.

Councilmember Nelssen stated that you don't have an entity to enter into a contract. Tom Hill (Parada) is still operating under the Jaycees. It takes time to complete the process. Councilmember Nelssen asked Tom Hill the question: if you are not here, where would you be? Tom Hill said that he did not know.

Councilmember Littlefield suggested that they operate under Jaycees until the change happens. The City should do it under the current contract. It takes time for the city system as well. Councilmember Drake agreed that we should move forward with the current contract.

PUBLIC COMMENT

Barbara Dietz, Scottsdale Classic, said thank you to Brian Dygert and EJ Jones for bringing her into the team to work through the construction. She applauded Johnson Carlier construction for their efforts and bringing in offices for them and WestWorld staff for their efforts to clean up.

ADJOURNMENT

COUNCILMEMBER LITTLEFIELD MOVED TO ADJOURN THE WESTWORLD SUBCOMMITTEE MEETING. COUNCILMEMBER NELSEN SECONDED THE MOTION, WHICH CARRIED 3/0.

With no further business to discuss, the meeting adjourned at 10:48 a.m.

SUBMITTED BY:

Theresa Smith

Theresa Smith
Administrative Secretary

REVIEWED BY:



Betty Drake
Councilmember

Officially approved by the WestWorld Subcommittee on _____

12/18/08